

Manager's Office
Municipal Building
93 Cottage Street
Bar Harbor, ME 04069



Kevin L. Sutherland
Town Manager
manager@barharmormaine.gov

JOB DESCRIPTION
COMMUNICATIONS COORDINATOR
TOWN MANAGER'S OFFICE

SUMMARY:

The Communications Coordinator supports the flow of information between the town government, residents, and businesses. This position is responsible for establishing, managing, and implementing a town communications plan, performing a variety of digital media services including multimedia content creation for various platforms.

This position would be an excellent opportunity for someone who is passionate about working in community outreach; such endeavors would include engaging and educating individuals about local government and participatory practices, mitigating and reporting on events related to the functions of local government, and learning the inner workings of a municipality and how high level tourism affects a town.

The way that the Town of Bar Harbor communicates to the public directly affects the way that the community adapts and responds to changes; in order to strengthen the community rather than divide it, the communications coordinator will inform and engage the public in a way that is equitable and inclusive. This position offers a unique opportunity to understand how a small coastal community with deep rooted generational knowledge is changing and adapting to the challenges presented by rapidly increased tourism and climate change.

MAJOR RESPONSIBILITIES:

The Communications Coordinator will report to the Town Manager and will work closely with Department Heads and other governmental staff officials, boards, and committees. Responsibilities include, but are not limited to:

1. Establishing, managing, and implementing a Communications Plan to provide timely, accurate, and understandable information to relevant influential individuals in the town and to receive and manage public comment, input, and suggestions. As part of this plan, the Communications Coordinator:

- Manages content and scheduling for town website and all mass communications, according to town policies, procedures, and communications best practices.
- Plans, develops, coordinates and produces public information tools including brochures, fact sheets, news releases, website and other informational, educational, and promotional materials using current communications technologies.
- Plans and coordinates public forums and other events. Directs the development of outreach programs to encourage citizen participation in town government and to encourage use of public programs and facilities.
- Establishes and maintains a brand and style guide for town communications
- Identifies and manages reporting tools, metrics and measurements to track media coverage, public engagement and public opinions on relevant topics.
- Serves as Public Information Officer (PIO) as part of the town's Emergency Management Team and primary contact for media inquiries.
- Serves as an internal consultant, advising on communication strategies and implementation methods based on internal and external communication policies, needs, and best practices.

REQUIRED AND PREFERRED QUALIFICATIONS:

The Town of Bar Harbor is looking for an applicant who is passionate about public education, best practices in community engagement, and ultimately the people of this town and their voices.

Ideal applicants will meet the following:

1. A degree in digital marketing promotion, media relations/production, journalism, communications, or a related field.
2. Significant experience in public communications.
3. Demonstrated skill preparing materials for diverse audiences.
4. Excellent verbal communication skills to present information to the Town Council, town staff, the media, and the public.

5. Strong analytical skills.
6. Knowledge of the full range of current communication, media relations, public involvement and public opinion research strategies, tactics, techniques, formats and platforms and how to apply them in a municipal environment.
7. Knowledge of government systems, processes, and procedures including Maine's Freedom of Access Act and records retention rules.
8. Knowledge of public communication plan development and the production of support materials.
9. Knowledge of public opinion research techniques and various methods of application in governmental issues.

The following are preferred skills:

1. Excellent skills in planning, organizing, problem analysis, leadership, adaptability/flexibility, stress tolerance, time management, and interpersonal sensitivity.
2. Experience in graphic design, website creation, press release writing, or a related skill set.
3. Strong interpersonal skills.
4. Knowledge of best practices in problem solving and conflict resolution.

BENEFITS AND HIRING WAGE:

The Town of Bar Harbor offers a competitive benefit package including health care, a health reimbursement account, Maine PERS defined benefit retirement plan, 457 defined contribution. Further information on benefits can be found on our town's website: <https://www.barharmoraine.gov/>

This is a full time salaried position. Work days and project requirements are flexible and negotiable with the supervision of the Town Manager but applicants should be prepared to, on occasion, work weekends and late evenings. For salary details please contact Bar Harbor Town Manager, Kevin Sutherland upon submission of resume and letter of interest.

HOW TO APPLY:

Interested applicants should send their Resume, along with a letter of interest and at least 2 references to the Town Manager, Kevin Sutherland: ksutherland@barharmorail.org

For further information or questions please call (207) 288-4098